

# **EXHIBIT 23**

**From:** Flack, John J  
**Sent:** Monday, December 20, 2010 2:43 PM  
**To:** Hardy, Paul A; Conner, Stewart S; Hansen, David A; Flaherty, Colleen F; Schwarz, Stephen J; Burns, David C  
**Subject:** FW: -\_Enter\_Initial\_Demand\_xkbh\_101208135152(1).csv

FYI....per my earlier email. This is the result of the conflicting info Publix is getting from Kraft and Starbucks. Looks like they ordered 3100 cases of each of the MH Tassimo items as an opening order for their Lakeland and Atlanta facilities.

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**From:** Pierce, Jason M  
**Sent:** Monday, December 20, 2010 2:38 PM  
**To:** Flack, John J  
**Subject:** FW: -\_Enter\_Initial\_Demand\_xkbh\_101208135152(1).csv

John.....Forgot to copy you on this. Were you aware of this?

Thanks,  
Jason

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**From:** Pierce, Jason M  
**Sent:** Monday, December 20, 2010 2:30 PM  
**To:** Higgins, Karen R; Munch, Michelle C; Norton, Jean H; Hardy, Paul A; Rae, Kelly L  
**Subject:** FW: -\_Enter\_Initial\_Demand\_xkbh\_101208135152(1).csv

Karen,

Looks like we will be losing the items below once the Tassimo goes to stores next month. UPCs are below.....Thanks

Per Buyer, Publix will not be ordering new items:

179719 – 43000 03475 SBUX LATTE  
179711 – 43000 01792 SBC Brkfst Blnd  
164225 – 43000 67000 SBUX House Blend  
164226 – 43000 67001 SBUX Brkfst Blnd

They will be adding these items as triple facing, so they will likely move heavy. I will pull the portal data as planned on 12/27 when we get back in.

164228 – Lkld 2050 cases and Atl 1080 cases	43000 01309	MH LATte
179708 – Lkld 2050 cases and Atl 1080 cases	43000 01306	MH House Blend

Thanks,

Jason

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**From:** Kim Higgins [mailto:[Kim.Higgins@publix.com](mailto:Kim.Higgins@publix.com)]  
**Sent:** Monday, December 20, 2010 2:05 PM  
**To:** Pierce, Jason M; Norton, Jean H  
**Cc:** Pam Wright  
**Subject:** FW: -\_Enter\_Initial\_Demand\_xkbh\_101208135152(1).csv

*Per Buyer, we will not be ordering new items:*

179719  
179711  
164225  
164226

*However, we will be ordering the following new items:*

164228 – Lkld 2050 cases and Atl 1080 cases  
179708 – Lkld 2050 cases and Atl 1080 cases

*Thanks,*

*Kim Higgins, Supply Chain Replenisher  
Corporate Purchasing, Publix Super Markets, Inc.  
E-Mail: [Kim.Higgins@Publix.com](mailto:Kim.Higgins@Publix.com)  
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*Life isn't about waiting for the storm to pass, it's about learning to dance in the rain~author unknown*

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**From:** Pam Wright  
**Sent:** Monday, December 20, 2010 10:55 AM  
**To:** Kim Higgins  
**Cc:** Mike O'Heir  
**Subject:** RE: -\_Enter\_Initial\_Demand\_xkbh\_101208135152(1).csv

Kim:

Just informed:

Tassimo Starbucks and Tassimo Seattle's Best product will not be included in the upcoming POG due to Kraft not representing these brands later in the year.

No longer included:

179719	TASSIMO STBK LATTE DISC
179711	TASSIMO SB BRKST BLD DISC
164225	TASSIMO STRBK HOUSE BLD
164226	TASSIMO STRBK BKFT BLEND

Triple facing the following:

164228	TASSIMO MAXWELL HSE LATTE
179708	TASSIMO MH HOUSE BLEND

Since these items are being triple faced in the POG, I would order 3 cases per store now and see how the inventory goes.

Action: Please cancel the orders in our system and to Kraft on the 4 sku's above and increase the needs on the other 2 sku's.

Thanks! Pam

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**From:** Kim Higgins  
**Sent:** Wednesday, December 08, 2010 9:02 AM  
**To:** Jason Pierce; jnorton@kraft.com  
**Cc:** Pam Wright  
**Subject:** -\_Enter\_Initial\_Demand\_xkbh\_101208135152(1).csv

*Attached you will find order quantities for your upcoming new items. Please plan accordingly. You should start receiving actual orders for these new items approximately 12/31/10. Let me know if you have any questions/concerns.*

*Thanks,  
Kim Higgins, Supply Chain Replenisher  
Corporate Purchasing, Publix Super Markets, Inc.  
E-Mail: [Kim.Higgins@Publix.com](mailto:Kim.Higgins@Publix.com)  
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